
CONTACTS

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The Wonderful, Winsome World of Wigs . . . page 4.

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Pan-American Games

Great idea is

When Steve Juba, Winnipeg's dynamic mayor, returned from a 1957 trip to Chicago, he was met by an unexpected visitor.

"Mr. Mayor," the tall, youthful man said, "this was the best idea you've ever had for Winnipeg and amateur sport in Canada."

His visitor was Jim Daly, one of the province's most ardent sport's promoters, who referred to a recent statement made by the Mayor in Chicago.

Mr. Juba's U.S. tour had included a courtesy call on Chicago's Mayor Richard Daley. On that day, Daley had been presented with the flag of the Pan-American Games, to be held in Chicago in 1959. He proudly showed the flag to his fellow mayor.

"What are the Pan-American Games?" Steve Juba asked. His counterpart explained that they were the Olympics of the Western Hemisphere, and held every four years. Winnipeg's mayor was intrigued. "Then we should have them in Winnipeg," he said.

Mayor Daley agreed with him and called in reporters and photographers to make the announcement.

The following day, Winnipeg newspapers published pictures of the two mayors with an accompanying story. The report said that Mayor Juba wanted the Games to be held in Winnipeg. This was news to his council members and the city's 500,000 people, most of whom had never heard of the Pan-American Games.

Mr. Juba was confident that the Games would be a success. "I know this city," he said, "and what it will do. We'll put on a show that all Canada will be proud of."

After the mayor had launched the idea, he asked Jim Daly to form a committee. Many of the citizens listed on this committee were the same people whom the press had quoted as considering the Pan-Am Games "just a Juba pipe-dream."

In 1959, Jim Daly headed a delegation which went to Chicago to make a bid for the 1963 Games. They were turned down in favor of Sao Paulo, Brazil.

Undeterred, the Manitoba delegation made another fervent pitch for recognition in 1963 at Sao Paulo. Delegates were impressed by their description of Winnipeg's first class arena, stadium, excellent quarters for athletes and nearby waterways. This time they were successful and won over two other South American cities, Santiago, Chile, and Caracas, Venezuela.

Not everyone in the Keystone City was delighted with the decision. A local sports columnist greeted the announcement with skepticism and called Winnipeg "a two-bit town that doesn't support the sport it has." Another prominent critic complained about the high cost of staging the Games.

The Pan-American Games will cost twice as much as the 1954 British Empire Games in Vancouver because there will be three times as many athletes competing in three times as many sports. Budget for the games is \$5,300,000 and it is estimated there will be a deficit of close to \$3 million. Federal, provincial and municipal governments will shoulder the deficit.

Every available sports facility in Winnipeg, from the football stadium to a school gymnasium, will be used during the Games to provide practice and competition sites.

"We are determined," said Jim Daly, the Games' executive director, "to provide the best possible facilities, not only for the more than 3,000 from the Western Hemisphere who will be competing in the Games, but also to be of lasting benefit to the people of Manitoba."

Winnipeg will receive the lion's share of the Pan-Am legacy; which will include a swimming pool worth a cool \$2 million, a new track and field

The cover: This attractive trio is modelling Eaton wigs from the Winnipeg store. From left to right are: Denise Friesen, Corry Brant and Purita Schafer of the Millinery Department. See story on page 4.

Great for Winnipeg

stadium at the University, a velodrome for cycling, and improved facilities for tennis, shooting and rowing.

Last year in Mexico City, Jim Daly told an audience of athletic officials that Winnipeg had a rowing course worth \$63 million. This remark met

with mutterings of surprise. A Mexican, taking minutes for the meeting, demanded clarification.

Mr. Daly then explained that the Manitoba floodway would be used as a rowing course. The three mile stretch for rowing will be one of the finest in

the world because there will be no currents and adequate space for thousands of spectators.

Equestrian events will be held at Pine Ridge, which has the right terrain and sandy soil. Baseball players may use a number of rural diamonds in



Eatonians are taking an active part in the planning and preparation for the Pan-American Games. Among them are Public Relations Officer T. M. Miller, at left, and Advertising Manager J. Bruce, seen here looking over plans of the new velodrome being built near Polo Park. Mr. Miller belongs to the Pan-Am

organization and decorations committees, while Mr. Bruce is a member of the promotion group. Western Division Merchandise Manager K. A. Jones, who has been transferred to Toronto, belonged to the advanced promotion and advertising committee.

Brandon, Carman, Neepawa and Portage la Prairie. Yachting events will be held on Lake Winnipeg.

To help run the Games the Pan-Am committee want what they call total involvement. Jim Daly has a small staff and the rest of the work will be done by volunteers. The list of helpers now tops 3,500 and Mr. Daly hopes to recruit 6,000 by 1967.

Many of the city's top business leaders are active on committees. J. S. MacMahon, a trust company director, is in charge of facilities. Head of organization is D. Groff, a manufacturer's agent, whose responsibility includes accommodation, ceremonies and liaison.

In charge of volunteer workers is W. Culver Riley, athlete, sportsman, businessman and member of one of Winnipeg's most prominent families.

The flying habits of pigeons were a factor that upset the plans for the opening ceremony of the Games. An elaborate ceremony was scheduled for the opening night of July 22, complete with fireworks and flying pigeons. Then someone discovered pigeons don't usually fly far after sundown. This meant that the opening ceremonies would have to be held in the afternoon.

The Canadian Broadcasting Corporation will make the coverage of the Games one of their biggest produc-

tions. An American TV network also plans to cover the big event, which is destined to let the world know that we do more than battle floods and win the Grey Cup. Television pictures will be bounced off the communications satellite Telstar, permitting countries in other parts of the world to watch the Games simultaneously.

Next spring the cavalcade of sporting paraphernalia will start arriving. And Manitoba will be ready to receive them. For a long time we've enjoyed the reputation for being good hosts. When the big day comes — let's make sure that we have earned it.



Executive Director Jim Daly, far right, heads a Pan-Am Games staff of public relations men, accountants and attractive receptionists.

K. A. Jones heads East

Western Division Merchandise Manager K. A. Jones has been appointed Company Merchandise Manager with headquarters in Toronto.

Mr. Jones is a native of Wales and joined Eaton's in Vancouver in February, 1951. He served the Company in many areas including Victoria and British Columbia.

He is a Bachelor of Commerce graduate of the University of British Columbia and obtained his Master of Business Administration degree at the University of Southern California.

Although only associated with the Western Division since 1963, he has become well known, not only within the structure of the Division, but also in the community life of Winnipeg.

We wish him well in his new appointment.





The wonderful, winsome world of WIGS



No one in the Winnipeg store believes more fervently that two heads are better than one than Sales Supervisor of Wigs and Millinery Anne Pages.

"People today are even buying two or three wigs," said Miss Pages. "They enjoy changing the color of their hair for different occasions."

Women with poor or thin hair, she explained, will find that an Eaton wig will improve their appearance. "They're ideal for taking on trips, or when you don't have time to get your hair done," she added.

Wig wearing is as old as civilization. The ancient Assyrians, Persians and Egyptians used wigs to conceal baldness. Greek women dressed their hair elaborately with false tresses, and Athens became an important wig manufacturing centre.

Women of ancient Rome wore fantastic coiffeurs. They particularly favored blonde hair, taken from captives of the Germanic tribe with whom Rome was constantly warring.

The fashion was also popular with men. Louis XIII of France wore a wig to hide his baldness; while his successor, Louis XIV, continued the custom by wearing a towering wig to make himself look tall.

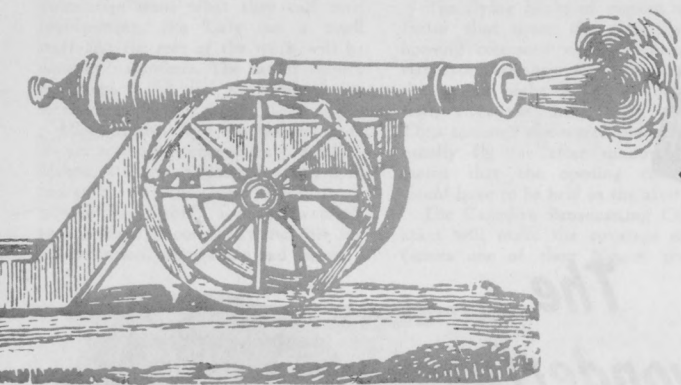
From royalty, the style spread to the French nobility and to other parts of Europe and North America. Charles II of England adopted the fashion during his exile in France and brought it back to his homeland when he was restored to the throne in 1660.

The world's thickest, most luxuriant hair comes from the women of southern Italy, where it is enhanced by plenty of sun and a diet rich in olive oil. Demand for pure Italian hair is so great that it costs up to \$90 a pound in North America. This price is so high that dealers seek out other sources. Hair from the rural districts of Europe is considered top quality.

Canadians now spend an estimated \$300,000 annually on make-believe hair. And the fashion's popularity is increasing.

"One of the best reasons for buying Eaton wigs," said Anne Pages, "is that in the store's beauty salon, they will receive the necessary follow-through care."

Career girls, who don't have much time, she added, will really appreciate their convenience; which allows them to change their hair from office to social evening at the "drop of a wig."



REVOLUTION IN SALES TRAINING

A group of Eatonians are working together to produce a revolution in retail selling.

The revolution — quite a peaceful one — is aimed at training senior sales personnel throughout the Western Division. It takes the form of the new Sales Supervisor's Workshop which has

been developed by the Sales Training Department. The object of this 3-day seminar is to raise the level of professionalism of Eaton's senior sales people.

To reach this objective there are three specific goals. The first is to train sales supervisors in the techniques of salesmanship. The second is to make

them more aware of the problems and needs of our customers, and the third is to teach them how to manage staff competently.

Preliminary plans for the new course got underway about a year ago when management recognized the importance of higher levels of service to our customers. This in turn would bring greater success to our Company and more satisfaction to employees through doing a job well.

Against this background, the need for improved salesmanship developed quite naturally into a quest for a training course tailored to Eaton's requirements.

Our Sales Training Department worked for many months developing the course. The result was the Sales Supervisor's Workshop; a training program that uses seven motion pictures, two records, 10 sales talks and over 60 pages of written material.

At these sessions, trainees were for the most part strangers to one another, and there was a certain air of caution as the classes got underway.

Attitudes quickly changed, however, as instructors I. L. McLean, Sales Training Co-ordinator, and Sales Trainers Tom Dooley and Guy Cryer, led the classes in the first phase of the course. Here, the students studied sales techniques, self confidence and human re-



Many delegates at the seminar were from points outside of Winnipeg.



Over 180 trainees have attended the Sales Supervisor's Workshop since its inception in May.

lations. They began to look at these requirements through the eyes of the customer. Trainees investigated the reasons for lost sales and learned how attitude, tact and understanding contribute towards better selling. In this way, they acquired the knowledge and background for an effective sales program.

The key to success of the course was participation. Instructors at all

times encouraged students to get on their feet and express ideas and opinions. As the training progressed, classes covered ground rapidly. Trainees learned that a high level of professionalism in sales can only be achieved on a firm foundation of enthusiasm, knowledge, skill and self-evaluation.

Effective professional salesmanship is important to our company in many ways. In large measure, our ability to

deal with competitive conditions and to increase revenues controls the health of our company in the vital areas of employee well-being and customer satisfaction. It helps create a public image of Eaton's as an alert, progressive organization.

The Sales Supervisor's Workshop will assist our organization in capitalizing on the rapidly growing business markets.



Sales Training Co-ordinator I. L. McLean uses a variety of visual aids to illustrate his talks.



Guy Cryer of the Training Department prepares the projector for a sales training film.

Hunting Promotion Flies High

If there's anything a good hunting trip needs, it is careful planning and the right equipment.

Eaton's held their biggest sporting goods promotion to date, to insure that Manitoba hunters have the right equipment at competitive prices.

For the 3-day event, J. D. Yelland, divisional merchandiser, R. A. Mellis, commodity merchandiser, and John Paterson Jr., ordered over 42,000 rounds of ammunition, hunting equipment and firearms — ranging from the single shot Eaton Ranger to the double barrelled Ignacio Ugartechea shotgun from Spain.

To help promote the sale, Sporting Goods Department staff wore hunting jackets and caps. A lodge, equipped with hunting accessories, was especially built by the Construction Office for the sale. This cut-away section of a cottage will be used in October to promote ski equipment.

"The customer response to our promotion has been outstanding," said Sales Supervisor Laddie Hutchinson.

Manitoba sportsmen can add a great deal of enjoyment to their outings in the marshes and stubble fields with Eaton equipment, he added. Hiawatha didn't know how badly off he really was.



Ready for plenty of hunting action are, from left to right, Bob Chalmers, Ted Morrison and Ken Houssin of the Sporting Goods Department. The

equipment they are admiring was on display in the department's shooting lodge, constructed especially for the recent 3-day promotion.



Eatonians Praise Remodelled Cafeteria



The handsomely remodelled staff Cafeteria in the Winnipeg store.

"Since our employee cafeteria on the second floor of the Winnipeg store has been remodelled," said Restaurant Manager L. Farmer, "I can safely say that it is now one of the best looking lunchrooms in the city."

Responsible for designing the cafeteria's new decor was Klaus Schreyer of the Construction Office. From his initial drawings, a planning group, headed by Construction Supervisor Gary Filyk, added the finishing touches to the design. Eaton painters, carpenters

and electricians then went to work to make the project a reality.

The result was a bright and colorful lunchroom that employees can be proud of. The walls and lowered ceiling were constructed mainly of cork to help deaden the noise.

Mr. Farmer thanked employees for their co-operation during the remodeling period, and for helping to keep costs down by returning their used plates to the conveyor belt which carries them back to the kitchen.

Mr. Farmer brings a wealth of experience to his job, having held the position as Grocery Manager in several western stores and Grocery Supervisor for Western Canada. He has been in the restaurant area for the past seven years.

Ivy Gall and her assistant Ruby Tate are in charge of the day-to-day operations of the cafeteria. Approximately 2,500 cups of coffee and over 3,000 top quality meals are served by a staff of thirty every working day.

news pictures

Pioneer Fever Grips Saskatoon

Over 200 Eatonians in the Saskatoon store took part in the city's recent Pion-Era week, by dressing up in the traditional garb of yesteryear.

Inside the store the grand days of the old west came alive with displays of pioneer household items, Indian powwows and a chorus of dance hall girls

from the Blue Garter Saloon.

During Eaton's "Old-New" fashion show, the up-to-date entertainment was supplied by singer-comedian Dennis Day.

Winners of the store's Dress-Up contest were: Jeanine Hendricks, Marj Stewart and Alyce Dolmage.



DRESS-UP WINNERS: Jeanine Hendricks, at left, won first prize in the Eaton's Dress-Up contest held during Saskatoon's Pion-Era week. Marj Stewart, at right, came in second place.



COSTUME DESIGNER: Fashion Coordinator Pat Haug of Eaton's Regina store, designed the costumes for the Queen City's annual Toyland on Ice show at the Wascana Winter Club.

Announcements

The Men's Curling General Meeting and Stag will be held at the Scott Memorial Orange Hall, 216 Princess Street, Winnipeg, on Wednesday, October 5, at 8:00 p.m. For further information contact Jim Thomson, Catalogue Watch Repair.

* * *

Swimming classes for women are now being held at the Sherbrook pool in Winnipeg. This 12-week course, for beginners and experienced swimmers, is held from 6:30 to 7:30 p.m. on Tuesday evenings. Entry fee \$1. Application forms may be obtained from the Staff Relations Office.

Retirements

Best wishes to the following Eatonians on their retirement.

J. H. Gingell, Furniture Delivery, 21 years service.

E. Kyle, Alexander Warehouse, 12 years service.

D. Leckie, Elevators, 36 years service.

J. Murphy, Caretaking, 14 years service.

G. Sargeant, Fourth Floor Operating, 45 years service.

J. A. Price, Commodity Merchandiser, 41 years service.

J. H. Faill, Dispatch, 37 years service.

Mrs. I. Fellowes, Home Furnishings, 17 years service.

Miss E. M. Bower, Statistical and Budgeting Office, 40 years service.

C. F. Shipman, Light, Heat & Power—Saskatoon Store, 10 years service.

Mrs. S. Jensen, Western Catalogue Sales Office, Cardston, Alberta, 13 years service.

Mrs. R. T. Hinkle, Notions, 18 years service.

Miss G. M. Brown, Brandon Foodateria, 23 years service.

C. A. Cripps, Brandon Foodateria, 25 years service.

W. H. Pearce, Heavy Goods Store, Dauphin, 38 years service.

R. A. Rogers, Brandon Foodateria, 40 years service.

J. L. Stewart, Heavy Goods Store, Dauphin, 22 years service.

L. Saunders, Caretaking, 15 years service.

J. Deschamps, Caretaking, 17 years service.

Anniversaries

40 Years

Alma Allyn, Order Processing, Oct. 18.

David Johnston, Men's Clothing, Oct. 18.

William Mitchell, Parcel Delivery, Oct. 18.

H. T. Robinson, Receiver Checker, Oct. 21.

Jack Greenwood, Catalogue Distribution Supervisor, Oct. 22.

Edward Smith, Assistant, Oct. 27.

Miss May Vincent, Catalogue Operating, Oct. 6.

25 Years

Donald Blythe, Catalogue Accountant, Oct. 1.

Anita Guagliardo, Checker and Recorder, Oct. 2.

E. W. Thompson, Drapery Installer Foreman, Oct. 2.

Frank Byrd, Shipping Clerk, Oct. 3.

Evva Percy, Secretary, Oct. 6.

William Chester, Prince Albert Salesman, Oct. 7.

S. L. Colclough, Group Sales Manager, Oct. 7.

Margaret Agnew, Mail Sorter, Oct. 8.

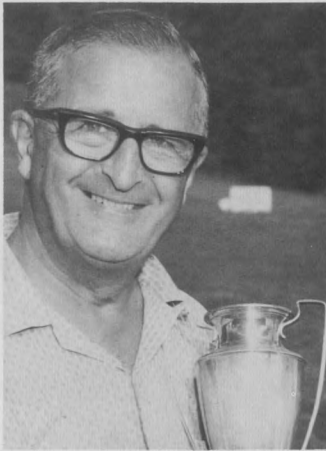
Catherine Chisholm, Commodity Merchandiser, Oct. 9.

Kathleen Shores, Typist, Oct. 20.

John Young, Painters, Oct. 20.

Eric Guile, Senior Adjusting Clerk, Oct. 31.

Harold Morgan, Senior Sales, Oct. 31.



CLUB CHAMPION: Left-handed golfer Bert McDowell, Personnel and Operations Manager in Port Arthur, won the local Golf and Country Club championship for the second year in a row on August 28. Bert also captured the Ridgeway Club event, which is an international competition held at Duluth, Minnesota.

Dorothy Hunt Wins J. B. Fisher Trophy

Over 60 members of the Eaton Ladies' Golf Club took part in the groups annual championship tourney held at Elmhurst Golf Club, September 7.

With a score of 95, Dorothy Hunt won the championship flight, and was presented with the J. B. Fisher Trophy at the club's wind-up.

"A" division winner was Chris Bewick 104, and in second place was Helen Quigg 107. Bella Dee captured the "B" group trophy, while Beth Jamieson was runner-up. Gladys Wither was the "C" class champ, with Eileen Richardson in second place.

"D" division consolation winners were Doreen Horton and Bea Mozel.

Winners of the monthly silver medal award were: Sybil Hannesson, Fran Koslok, Penny Miller, Alice MacPherson, Hazel Ward, Margaret Weymouth, Mae Scrivens, Grace Barnett and Gladys Withers.

This year's club executives are: president Nellie Nichols, past-president Florence Rogers, 1st vice-president Dorothy Hunt, 2nd vice-president Evelyn Gordon, secretary Ruby Fraser and treasurer Elsie Medway.

Maw Masters Men's Golf Event

Cece Maw, Mail Order Merchandising, captured the John David Eaton Golf Trophy at the Elmhurst Golf Club September 12. Runner-up was John Patterson, a retired Eatonian.

Colin Lowther, City Advertising, won the "A" group event, while Bert Armstrong, Construction, came in second place.

In the "B" group category, Red Windsor, Mail Order Catalogue, was

awarded the laurels, and runner-up was Bill Miller.

Ladder competition crown went to Ed Greenlay, Mail Order Catalogue, and the best tally of the day award was presented to Ken Von Platen. Score keeper during the game was D. McFadzean, a retired Eatonian who had 49 years of service.

Committee members of the Eaton Men's Golf Club are president John Mainella, past-president Ken Virtue, vice-president Jeffrey Ross and secretary-treasurer Tom Weston.

Early Bird's Season Opens

Eaton kglers, belonging to the mixed 5-pin league, were one of the first bowling groups to get underway in Winnipeg. Their initial game of the season was held at the Gibson Lanes, August 30.

Over 140 employees belonging to 28 teams took part in the opening game. "Interest in bowling is on the upswing," said league president Tommy Scott. "We have four more teams over last year, and we weren't able to reach our objective of 30 teams because additional alleys were unavailable."

Outstanding scores during the first game were rolled by Ann Odger, Jean Benvie, Addie Thomson, Tom Cuthbert, Dennis Stokoltelny and Herb Headon.

* * *



CUP PRESENTATION: Cece Maw was presented with the John David Eaton Golf Trophy at the men's golf club wind-up Sept. 12. From left to right are: Cece Maw, president John Mainella and past-president Ken Virtue.



WARM-UP: President of the Winnipeg Store's 5-Pin Bowling League Tommy Scott, Catalogue, displayed winning form, when he threw the first ball of the season.

Appointments ...

WINNIPEG STORE

E. D. Cortens, Accounting Systems Supervisor.

R. A. McDowell, Service Building Receiving Supervisor.

Miss B. A. Billyard, Commodity Merchandiser.

O. A. Davies, Divisional Commodity Merchandiser.

J. H. Stratford, Art Director.

M. Hartley, Publications Editor.

SASKATOON STORE

W. E. Street, Credit Supervisor.

The 10 Commandments of Hunting Safety



1 Treat every gun as if it were a loaded gun.



2 Be sure of your target before you squeeze the trigger.



3 Never point a gun at anything you do not want to kill.



4 Always carry your gun so that the muzzle is under control at all times.



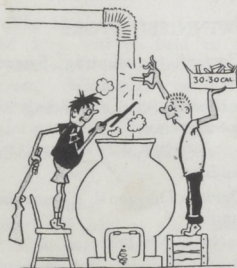
5 Guns must always be unloaded when carried into camp or when not in use.

Safe hunters wear
**BRIGHT
ORANGE**

The color that is easiest
to see in any weather.



6 Make sure barrel and action are clear of obstructions.



7 Unattended guns should be unloaded.



8 Never climb a fence or jump a ditch with a loaded gun.



9 Never shoot at flat or hard objects or the surface of water.



10 Avoid alcoholic drinks.